

Transcript: CBaSE Business Consulting MGMT*4050/60

Summary: This animated video shows how Jane, a University of Guelph business student, would like to have more work-related experiences, and thereby joins the CBaSE's Business Consulting class. During the video, the viewer learns more about Jane's experience in the course and how she and her team are matched with a client and act as their consultants to formulate a business plan to combat the problems the client is having. The video shows how this project allows Jane to gain a credit, gives her real-life business experience and a valuable skill-set she can add on to her resume. This video features a single narrator who speaks as animation illustrates Jane's story.

0:00:01.550 - 0:00:31.070

Meet Jane, She's starting her fourth year of Management Economics and Finance. She's an accomplished and involved student wondering what she will do after graduation. Jane has been in school for nearly two decades and she's tired of the traditional course structure. Luckily, a friend told her about CBaSE, where she can explore a new format of learning while developing practical skills and getting work-related experience. Hesitant, but curious, Jane enrolled in CBaSE's Business Consulting Course.

0:00:31.070- 0:01:00.390

Jane's client was the Guelph Gryphon's football team. They needed help getting more students out to their home games. Unlike previous courses, there was no roadmap to complete this project. Nope, Jane had to use her previously acquire knowledge and resourcefulness to find a solution. At first uncomfortable, Jane and her team soon reveled in the freedom to think differently to work without guidelines or a textbook. To actually propose solutions to a real problem that would have a real impact.

0:01:00.390- 0:01:42.159

Her team brainstormed ideas, tracked down information, met with their client on several occasions and after four months of hard work, skillfully compiled an inventive marketing plan. An actionable plan, for a real world client. She had never done something like that before. And it felt good! In 4 short months Jane had developed an array of employability skills. Jane had received a course credit and better yet, had relevant experience to put on her resume AND a project to speak to in interviews. Transition from student to consultant. Sign up for CBaSE's Business Consulting course today.

[The video comes to an end and shows the website to sign up for the Business Consulting Course (MGMT *4050/4060), with the link being the following: www.uoguelph.ca/cbase/course-credit]